7F-1.86

DELAURA

THE BEACH IN REACH

OWNED AND FOR SALE
BY
DELAURA BEACH COMPANY
ROOM 6 LAFAYETTE BUILDING
PORTLAND, OREGON
W. H. MOORE . . . PRESIDENT
D. B. HOWARD SECRETARY AND TREASURER

THE NEAREST OREGON RESORT ON THE PACIFIC COAST

1908

SUMMARY

Distance

Delaura Beach is closer to Portland than any other Summer resort in the Northwest. It is 107 miles by the Astoria & Columbia River Railway.

Time

It requires just four hours and twenty minutes from the Union Depot in Portland to the depot at Skipanon, where passengers for Delaura Beach leave the train.

Boats

You can go to Delaura Beach by boat, leaving Portland in the evening and arriving at Astoria in the morning. Then you take the morning train to Delaura Beach, a ride of twenty minutes.

Trains

At the present time the trains leave Portland at 8 A. M. and 6 P. M. The morning train goes through to Delaura Beach, the evening train stopping over night at Astoria. During the Summer a much more convenient schedule is arranged.

Fare

A special rate for week-end visits to the seashore has been provided by the railroad company. Good leaving Portland on Saturday and returning Monday of the following week, a round-trip ticket may be had for $2.50.

Information

Information of all kinds relative to lots for sale, prices, terms, size and all other details, may be had by application to the owners of Delaura Beach.

The Delaura Beach Company

Room 6 Lafayette Building

Portland, Or.

The sea!

The open sea!

Majestic, broad, soothing, inspiring!

The man, woman or child who has once looked out upon its great countenance, watched it smile, trembled when it frowned and stood in awe when it rose mightily in its anger, forever after carries its likeness in his consciousness.

That person longs to visit the sea again.

Its attraction is persistent,—perpetual.

Millions of men, women and children in America have never seen the ocean.

Its grandeur has come to them through tales of the traveler, the pen of the author or the brush of the artist.

The mysterious sound from a sea shell is their nearest conception of that unceasing roar that soothes the frequent visitor.

These people yearn to visit the great water.

Little they realize the tremendous magnificence their fulfilled longings would uncover.

For, who doesn't love the sea?

Just seven large cities in the United States enjoy the coast privileges that Portland possesses.

There's Boston, New York and Philadelphia on the Atlantic coast.

San Francisco, Portland, Tacoma and Seattle on the Pacific.

Ever think of that?

Portland is especially favored.

Chicago, St. Louis, Kansas City and St. Paul would give millions for just a little bit of what Portland has.

Sometimes it seems as though the Northwest has so many advantages over so many other sections of the nation that we are prone to suffer from this monotony of magnificence.

Many parts of our country covet the advantages of this state.

But the sea is not Portland's alone.

Portland is the threshold to these great natural delights.

The Oregon coast, accessible through Portland, belongs to the 250,000 square miles of country tributary to Portland.

Spokane people love the Pacific; Lewiston, Boise and all the Columbia River Valley call the Oregon coast their own.

Good!

Yet, how many people in all this great domain have never seen the ocean.

Portland and Delaura Beach welcome them all.

There are tens of thousands of people right here in the Northwest who have never become acquainted with the sea.

Every year they say, "We'll go to the coast this Summer, sure."

But they don't go.

This will be the biggest Pacific Coast year in history.

Locking the desk, packing the grip, boarding the train, all Vancouver, Hood River, The Dalles, Pendleton, Baker City, Lewiston, Boise, Spokane, Portland, and all the valley towns will scamper to the coast this Summer.

Ever analyze a man's mind when he has decided to go to the coast for the first time?

Interesting.

He has thought it over, talked it over, read booklets, pondered maps, then asked: "Where shall I go? To which beach?"

As a rule, he has fired his imagination up to a pitch that craves satisfaction, craves it quickly and the quicker the better.

What's the nearest beach to the Northwest?

DELAURA BEACH.

Delaura Beach Is
the Beach in Reach.

Delaura is the first beach you reach after leaving Portland.

Hence, Delaura is closer to Portland, closer to Spokane, closer to Lewiston, to Boise, and closer to all the Columbia and Willamette River cities than any other coast resort in Oregon.

Proximity is important.

Business is paramount to pleasure.

Pleasure is a servant to business.

The business man loves his Summer recreation; he loves the great ocean; he seeks it in season; but, the while, the demands of business insist upon his ability to reach the office in a hurry.

Hence he hies to Delaura Beach, the beach in reach.

Why not?

Distance

Delaura Beach is exactly 107 miles from Portland on the Astoria & Columbia River Railroad. It is located directly west of Skipanon, the first station after the road curves to the south toward the other beach resorts of the Oregon coast. The trains, running on the present schedule, leave the Union Depot in Portland at 8 A. M. and 6 P. M. Just four hours and twenty minutes later the morning train arrives at Skipanon. The evening train does not go through. At Skipanon travelers for Delaura Beach alight. In the Summer a much more frequent service is run. The ride from Portland is not a tedious one, as the trip is replete with magnificent scenery just as soon as one gets a first glimpse of the mighty Columbia River, a few miles out of the Portland depot. Skirting, at times, the very edge of the river bank, at other times actually running out over the water on trestle work, dodging great boulders and crowding along the very narrowest of narrow ledges, with the water far below, the ride is a fascinating one. Plowing its way up the river, it is a frequent sight to meet the great ocean steamers. Then, again, here comes a sailing vessel, one of the fast disappearing type. Little river towns are passed in a twinkling, as the coast specials have no time for dilly dallying along the way. Toward the Washington side of the river, spread out great fields, the towering, forest-covered hills and a splendid background, in which gorgeous Mount St. Helens is the predominating feature. Nearing Astoria, Saddle Mountain comes into view on the south, followed by that historic and busy city at the mouth of the Columbia River, Astoria. On the trip you will observe Pillar Rock, in the middle of the river; Tongue Point, near Astoria; great timber rafts being towed by river boats, and, on all sides, great forests of magnificent timber. Only a few minutes' stop at Astoria and you whirl across Young's Bay, over a trestle, catching a glimpse of Fort Stevens, and, shortly, the trains stop at Skipanon, where you leave it for Delaura Beach. Many prefer to travel by the night boat to Astoria, taking the morning train to Delaura Beach, only a 20-minute ride.

From Skipanon

Leaving the little depot at Skipanon, you follow the trail, an old Indian highway, passing through the shade of great, big fir trees. Here the land is higher than at almost any other point along the Oregon coast, suitable for resorts. On this little jaunt you catch the first whiff of salt air. At intervals, through the trees, you catch your first glimpse of the greatest ocean on the globe, the Pacific. Along the trail you pass, emerging finally upon the crest of the high land, and gaze with rapture upon the greensward, just below you. From this vantage the outlook is magnificent. To the westward, about a half mile, you see the tumbling, tireless water of the sea. Walking down upon the grassy land below, you observe Smith's Lake, a large body of water, two miles long and 600 feet wide, filled with fresh water, and an excellent place for canoeing, boating and fishing. Then, over a rustic little bridge, up a bit and down on the other side, you pass out upon the widest beach of hard sand to be found within five hundred miles. It is over a quarter of a mile in width, and because of its gentle slope, perfectly smooth surface and consequently shallow water, the bathing is delicious, delightful, and not so strenuous as at the other beaches. No danger lurks here, neither crab holes, rocks or other fearsome spots. Far away to the north and the south you gaze at the crescent shape of the shore line, noting, the while, the splendid location, the delightfully cooling sea winds and realizing the perfectly ideal conditions that seem to make this the only place for a Summer home. Not alone the beach, but its proximity to Portland and the consequent longer time you have to spend here—all these things seem to impress you with the natural features that lend the place a charm. Delaura Beach has every advantage of the other beaches, and, fortunately, none of the disadvantages. It is the place for the family.

The Scenery

One need develop but little effort to gaze upon scenery enough to delight by the hour. The lover of the sea never tires looking upon its ever changing bosom, seeing in every passing moment another charm, and fairly glorying in its wonderfully hypnotic power. But the work of the sea in its anger attracts. There is the wreck of the Galena imbedded in the sands just below Delaura; and there is the wreck of the Peter Iredale, just above, toward the Columbia. The weirdness that envelops a wreck affords a delightful contrast to the more or less familiar coast. Those with imaginative minds construct a complete novel while passing down deserted companion-ways, cautiously stealing into vacant cabins or treading the deck where once, perhaps, a brave captain withstood to the end the ferocity of the elements. Then there are clam bakes, bathing parties, driftwood bonfires, long, moonlight strolls along the hard beach or into the great forests behind. Back on Smith's Lake, what a spot for water sports, canoeing, tub races, shell contests, yachting and water polo. Then there are many opportunities for camping, for picknicking, dances and all kinds of health-giving attractions that amuse one so much in the Summer. Picture yourself at Delaura in the midst of a lively season, with the big hotel built and filled to its capacity, with private homes on all sides, bathhouses, skating rinks, dance halls, pavilions and all the thousand and one little frivolities that seem to have taken Coney Island up bodily and dropped it right in this lovely spot. And why not have the Coney Island of the Pacific in this place? Here is the only available beach on the Oregon coast for just such a beehive. The property of the Delaura Beach Company is extensive enough for such a vast enterprise, and every advantage is present for the building up of a great, big Summer resort. Delaura Beach is sure to become the playground of the Northwest.

Points of Interest

Aside from the natural scenery about Delaura Beach, there are scores of things that will interest the stroller. For instance, running north and south through the property is Howard Boulevard. It is a beautifully hardened surface, and in days past, so tradition says, the Indians here displayed their prowess in athletics. Here the moccasined feet pattered rapidly in the tribal races; here, it is said, several of the bloodiest gauntlets were run; here, embowered in the shade of the gigantic firs, one has written, the wedding march of Concomly, chief of the Clatsops, took place. Over toward Skipanon way, you cannot but stand in admiring rapture as you look upon old Fort Clatsop,—not much of a fort now,—where Lewis and Clark wintered, seeking shelter from the winds of the Winter. And at this place, we read, these men distilled the water of the ocean, making a supply of salt for their return across the unmapped wilderness of Western America. To the north, a walk of two miles along the beach, and you come to Fort Stevens, one of the most interesting and most active posts in the coast artillery service. Perhaps you may be able to induce an officer to show you how well prepared the mouth of the Columbia River is for the unsuspected approach of the Japanese. Perhaps you will persuade him to tell you of the wonderful network of submarine shells in the waters of the Columbia. Uncle Sam is busy here; busier than most people have any idea. But the jetty! Truly this is one of the wonders of the world. The domain of the sea has been invaded by the power of the land. Wonderful, isn't it, to think of taking a walk four miles into the Pacific Ocean without wetting your feet? This great piece of mechanical work, however, has turned millions of tons of freight into the great Northwest. The construction work is marvelous. It will cost over $3,000,000. One cannot walk a half mile in any direction without reaching a point of interest or of historical consequence.

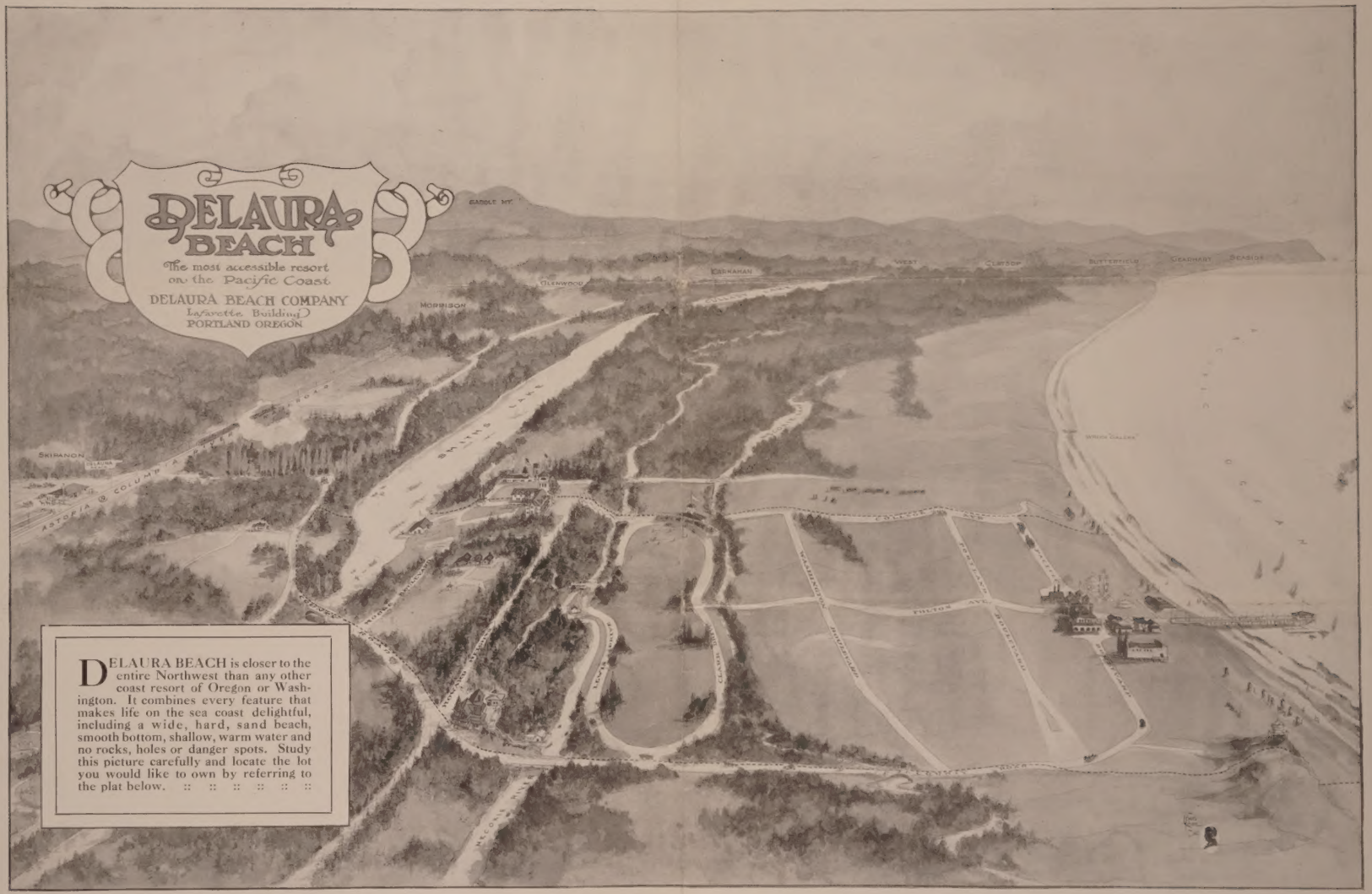
A Beach Lot

What good is it? In other words, why should you own a lot at the beach? There are several reasons, many of which, perhaps, have never been made known to you. In the first place, the owner of a lot at a good beach, providing he is an early purchaser, is on the ground floor, so to speak, has an asset that he can always realize on. Therefore, if for no other reason, the ownership of a beach lot is a very good investment. There are beach lots in this country that cannot be bought for thousands of dollars. Some are so valuable that they are sold by the foot. The nearer a beach lot is to a large city, the more rapidly it increases in value. Delaura Beach is the nearest one to Portland, and a lot bought now will net the purchaser a fine return for the money. But there are better reasons. A man with a family dislikes to spend his Summer at a hotel. There is the baneful influence upon children, the restrictions in the way of amusements, due to other guests, the necessity in some people's minds, of appearing "just so" at dinner, the noise, confusion, and, last, but by no means least, the expense of such an outing. With a lot a man will naturally build, even though it be a tent with a wooden wall. Here he may come at the expense of his carfare only at any time in the year, early or late. Here he may appear as he likes, give his children free rein to romp and play to their hearts' content. Truly, the ownership of a Summer home at the beach has so many excellent arguments in its favor that one cannot enumerate them all. But it would be folly to overlook the week-end parties, the house parties and all the pleasure that one derives from liberal but inexpensive entertaining. Along the beach, day and night, rollicking and playing, what better recreation can a man afford his children. Truly, 'tis ideal and a privilege. With the "tang of the sea in his nostrils" the man of work returns to his office in all the glow of health on Monday morning.

Prices and Terms

Lots at Delaura Beach are of three different classes, depending upon location. There are the higher lands to the east, the lots in the meadow and those along the sandy beach. Selection here is an embarrassment, as one would really like to have a lot in all three places. The lots are of uniform size, all measuring about 50 by 80 feet. There are no building restrictions, and the owner of one of these building sites is at liberty to do about as he pleases. Reserved in the most conspicuous part of the property is a magnificent site for a hotel. This ground has been offered publicly, free of all charge, to the individual or company that will erect upon it a hotel, subject to the approval of the company. Comparing the site with similar locations at other Oregon resorts, this property, 300x400 feet, is easily worth $5,000. Its proximity to the center of population absolutely insures a splendid profit from the outset. Lots in Delaura Beach are now offered for sale at prices all the way from $50 to $500. The terms will be made very easy for all. The prices above quoted are for initial sale only, and will be raised at the option of the Delaura Beach Company. As the demand for them increases, the prices will be advanced. This beach is so close and convenient to Portland and the other cities and towns of the Columbia and Willamette Valleys that it is quite certain they will be quickly disposed of. The earlier buyers, therefore, will secure the best locations and prices.

The birdseye above corresponds to the plat shown below. The birdseye was drawn on the ground and is an exact reproduction of the lay of the land. The plat shows the location of the lots, enabling the prospective purchaser, by referring to the corresponding location on the picture, to select a lot just where he believes he will be best satisfied


DELAURA BEACH
The most accessible resort on the Pacific Coast
DELAURA BEACH COMPANY
Lafayette Building
PORTLAND OREGON
EAGLE MT.
GLENWOOD
MORRISON
KERNAHAN
WEST
CLIFTON
BUTTERFIELD
GEARHART
SEASIDE
SKIPANON
SMITH'S LAKE
ASTORIA & COLUMBIA RIVER R.R.
FULTON
DELAURA BEACH is closer to the entire Northwest than any other coast resort of Oregon or Washington. It combines every feature that makes life on the sea coast delightful, including a wide, hard, sand beach, smooth bottom, shallow, warm water and no rocks, holes or danger spots. Study this picture carefully and locate the lot you would like to own by referring to the plat below. :: :: :: :: :: ::

ON HIS WAY TO DELAURA

STAMP